

# Cloud Storage Team Delivers Creative Solutions to Increase Sales

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A Cloud storage client came to MarketStar in September of 2014 with inbound and outbound roles. Starting with a very small team supporting the US market. The team grew to over 30 employees in January 2015, and again in 2016 to over 60 team members worldwide, covering North American, LATAM, EMEA, and APAC.

The inbound team handles reactive chat, (100-200 chats per week), proactive chat, web forms, and voicemails--on top of managing their inbound emails. Their daily workload entails more than 100 contacts in a day. The outbound has taken on many roles over the past two years, and has now turned their focus to Small to Medium Businesses alongside the inbound team.

- **Global team Opps Trial Conversion rate is 70% for last six months**
- **Average time to first touch is less than 24 hours**
- **Received over 13,000 leads on average in the last six months**